



the WELCOME GUIDE





Introduction

WELCOME, FRIEND

Let's make something beautiful.

Weddings have evolved, but what makes them matter hasn't. It's still about presence, people, and the way a room feels when everyone you love is in one place.

That's what we're paying attention to. We create imagery with a refined, editorial finish and a quietly cinematic point of view, giving direction when it's useful and space when it's not. Nothing forced, nothing performative, just a steady hand and an observant eye.

We're drawn to honest moments and intentional design, and we work in a way that keeps the day feeling natural while still looking elevated. The goal is simple: imagery that holds up stylistically, and still feels like you when you come back to it years from now.



ABOUT *the* BRAND

Our studio is built around restraint and intention. We care about how things feel as much as how they look, and we think the best wedding imagery is the kind that fits your life, not the kind that asks you to act out a version of it. That shows up in the details: intentional direction instead of constant posing, composition that feels effortless, and an editing style that stays true to colors, atmosphere, and the design you invested in. We're based in Arizona, travel often, and work as a close in-house team so the experience stays consistent from planning through delivery. The end goal is simple and lasting: photographs and films that feel personal now, and still feel worth keeping decades from now.

"From the first email to the final gallery, everything felt effortless. We could actually be present, and still ended up with images that look like they belong in a magazine."

— ALEXANDRA & JAMES

"We wanted something timeless and that is exactly what we received. Our film feels like us on our best day, with every small detail woven in."

— LAUREN & MATEO



FOUNDER.
PHOTOGRAPHER,
VIDEOGRAPHER, WRITER,
RELUCTANT INFLUENCER.

ABOUT *Craig* PETERMAN

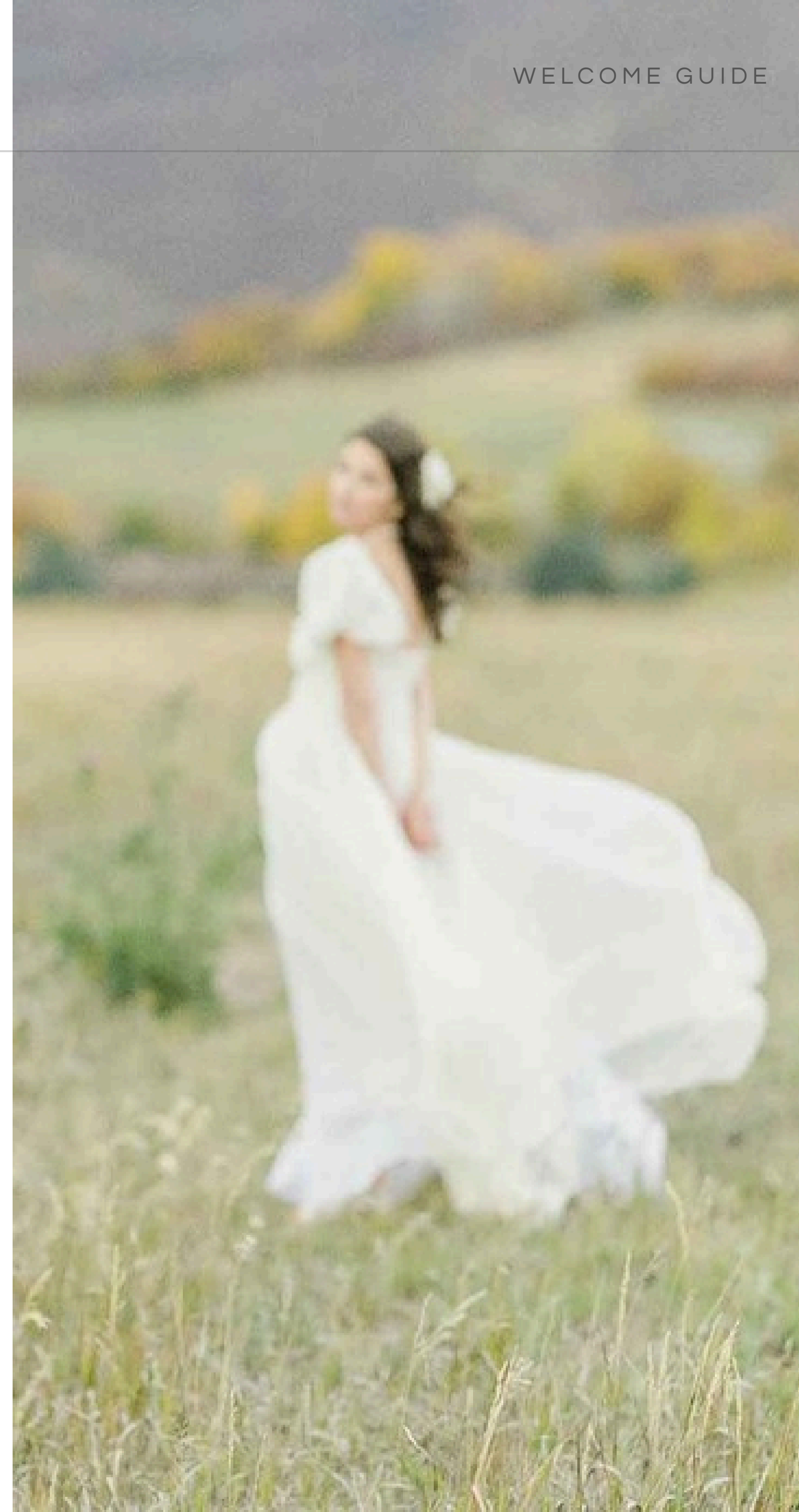
Craig built this studio the slow way, by showing up, getting better, and caring a little more than most. Years of Arizona weddings taught him that the best images are rarely the loudest ones. They're the quiet seconds you don't notice until you look back, the way light hits a room at the right time, the small gestures that tell the truth without trying.

He's also deeply involved in the wedding community here. Craig serves as the Arizona Director for Emerge Event Collective and sits on the WIPA Phoenix board. It keeps him close to the people shaping the industry, the standards that actually matter, and the realities behind a well-run wedding day. That perspective shows up in the way the studio plans, communicates, and moves when the timeline inevitably shifts.

When he's not working, he's usually with his wife Samantha, and their dog Cashew. That grounded, family-first rhythm is part of why the work stays honest. The goal has never been to create noise. It's to create something you'll want to keep.

“Our wedding weekend felt like a dream while it was happening, and somehow the photos and film make it feel even richer. Nothing about the day ever felt staged or contrived; just us celebrating our love.”

— ROMAN & ISABELLA



OUR OFFERINGS

A CLOSER LOOK AT OUR
SERVICES AND WHAT WE
OFFER



SIGNATURE COLLECTIONS

THESE ARE OUR CORE COLLECTIONS, WITH CRAIG ON-SITE LEADING THE DAY FROM BEHIND THE CAMERA AND GUIDING THE FLOW WITH A CALM, INTENTIONAL HAND. THE EXPERIENCE IS ELEVATED BUT NEVER OVER-PRODUCED, WITH DIRECTION THAT FEELS NATURAL, COVERAGE THAT STAYS IN SYNC, AND FINAL WORK THAT'S COHESIVE FROM THE FIRST PLANNING CONVERSATION THROUGH THE LAST EDIT.

PHOTO + VIDEO SELECTIONS

CLASSIC COLLECTION

Wedding day coverage - 6 hours

- Craig as lead photographer
- One assistant photographer
- One dedicated videographer
- Timeline assistance and creative planning

Photography: digital

- Minimum 600 fully edited, high-resolution photos
- Curated online gallery for downloading and sharing
- Print release

Photography: film

- Film photos woven into the day (select moments captured on film alongside digital)
- Professional lab development + high-resolution scans included
- Film images edited to match the full gallery look

Video: digital highlight film (with Super 8 integrated)

- 6-minute highlight film with Super 8 footage woven throughout for an analog texture
- Audio captured and integrated into the film
- Digital delivery of videos

Super 8 keepsake

- Two Super 8 film rolls used during the day
- Full-length digitized scans of both rolls, in addition to the highlight film where Super 8 is woven in

Engagement or pre-wedding session

- Engagement session in Arizona, or a pre-wedding session at your destination

Investment of \$6,000

HEIRLOOM COLLECTION

Wedding day coverage - 10 hours

- Craig as lead photographer
- One assistant photographer
- One dedicated videographer
- One assistant videographer
- Timeline assistance and creative planning

Photography: digital

- Minimum 1,000 fully edited, high-resolution photos
- Curated online gallery for downloading and sharing
- Print release

Photography: film

- Film photos woven into the day (select moments captured on film alongside digital)
- Professional lab development + high-resolution scans included
- Film images edited to match the full gallery look

Video: digital highlight film (with Super 8 integrated)

- 12-minute feature film with Super 8 footage woven throughout
- Audio captured and integrated into the film
- Digital delivery of videos

Super 8 keepsake

- Four full Super 8 film rolls used during the day
- Full-length digitized scans of all rolls included, in addition to the feature film where Super 8 is woven in

Package Exclusives

- Full ceremony film & full speeches/toasts film
- 60–90 second video trailer
- Heirloom album print
- Guaranteed image delivery within 2 weeks

Engagement or pre-wedding session

- Engagement session in Arizona, or a pre-wedding session at your destination

Investment of \$10,000

PHOTOGRAPHY SELECTIONS

CLASSIC COLLECTION

Wedding day coverage - 6 hours

- Craig as lead photographer
- One assistant photographer
- Timeline assistance and creative planning

Photography: digital

- Minimum 600 fully edited, high-resolution photos
- Curated online gallery for downloading and sharing
- Print release

Photography: film

- Film photos woven into the day (select moments captured on film alongside digital)
- Professional lab development + high-resolution scans included
- Film images edited to match the full gallery look

Engagement or pre-wedding session

- Engagement session in Arizona, or a pre-wedding session at your destination

Investment of \$3,500

HEIRLOOM COLLECTION

Wedding day coverage - 10 hours

- Craig as lead photographer
- One assistant photographer
- Timeline assistance and creative planning

Photography: digital

- Minimum 1,000 fully edited, high-resolution photos
- Curated online gallery for downloading and sharing
- Print release
- Guaranteed image delivery within 2 weeks

Photography: film

- Film photos woven into the day (select moments captured on film alongside digital)
- Professional lab development + high-resolution scans included
- Film images edited to match the full gallery look

Package Exclusives

- Heirloom album print
- Guaranteed image delivery within 2 weeks

Engagement or pre-wedding session

- Engagement session in Arizona, or a pre-wedding session at your destination

Investment of \$5,500

VIDEOGRAPHY SELECTIONS

CLASSIC COLLECTION

Wedding day coverage - 6 hours

- Craig as lead videographer
- One assistant videographer
- Timeline assistance and creative planning

Video: digital highlight film (with Super 8 integrated)

- 6-minute highlight film with Super 8 footage woven throughout
- Audio captured and integrated into the film
- Digital delivery of videos

Super 8 keepsake

- Two full Super 8 film rolls used during the day
- Full-length digitized scans of both rolls included, in addition to the highlight film where Super 8 is woven in

Investment of \$3,700

HEIRLOOM COLLECTION

Wedding day coverage - 10 hours

- Craig as lead videographer
- Two assistant videographers
- Timeline assistance and creative planning

Video: digital highlight film (with Super 8 integrated)

- 12-minute highlight film with Super 8 footage woven throughout for an analog texture
- Audio captured and integrated into the film
- Digital delivery of videos

Super 8 keepsake

- Four full Super 8 film rolls used during the day
- Full-length digitized scans of all rolls included, in addition to the highlight film where Super 8 is woven in

Package Exclusives

- Full ceremony film & full speeches/toasts film
- Engagement video
- Priority editing queue
- 60–90 second video trailer
- Wedding video album

Investment of \$5,500



STUDIO TEAM COVERAGE

ASSOCIATE TEAM PACKAGES ARE PHOTOGRAPHED AND FILMED BY CRAIG'S IN-HOUSE STUDIO TEAM, USING THE SAME APPROACH AND STANDARDS AS HIS LEAD COVERAGE. CRAIG PERSONALLY HANDLES THE EDITING, SO YOU STILL RECEIVE THE SIGNATURE STUDIO LOOK AND CONSISTENCY, JUST WITHOUT CRAIG ON-SITE ON THE WEDDING DAY.

STUDIO TEAM PHOTO + VIDEO

SELECT COLLECTION

Wedding day coverage - 4 hours

- One associate photographer
- One associate videographer
- Timeline assistance and creative planning

Photography: digital

- Minimum 300 fully edited, high-resolution photos
- Curated online gallery for downloading and sharing
- Print release

Video: digital highlight film

- 4-minute highlight film
- Audio captured and integrated into the film
- Digital delivery of videos

Edited in-studio

- Edited in-studio for Craig's signature look and consistency across photo + video

Investment of \$3,500

PREMIER COLLECTION

Wedding day coverage - 8 hours

- One associate photographer
- One second photographer
- One associate videographer
- Timeline assistance, creative planning, and lighting guidance

Photography: digital

- Minimum 700 fully edited, high-resolution photos
- Curated online gallery for downloading and sharing
- Print release

Video: digital highlight film

- 12-minute highlight film
- Audio captured and integrated into the film
- Digital delivery of videos

Package Exclusives

- Engagement photo session (1 hour)
- Full ceremony film
- Full speeches/toasts film
- Album print credit

Edited in-studio

- Edited in-studio for Craig's signature look and consistency across photo + video

Investment of \$6,500

RESERVE COLLECTION

Wedding day coverage - 6 hours

- One associate photographer
- One second photographer
- One associate videographer
- Timeline assistance, creative planning, and lighting guidance

Photography: digital

- Minimum 500 fully edited, high-resolution photos
- Curated online gallery for downloading and sharing
- Print release

Video: digital highlight film

- 8-minute highlight film
- Audio captured and integrated into the film
- Digital delivery of videos

Package Exclusives

- Full ceremony film

Edited in-studio

- Edited in-studio for Craig's signature look and consistency across photo + video

Investment of \$5,000

STUDIO TEAM PHOTOGRAPHY

SELECT COLLECTION

Wedding day coverage - 4 hours

- One associate photographer
- Timeline assistance and creative planning

Photography: digital

- Minimum 300 fully edited, high-resolution photos
- Curated online gallery for downloading and sharing
- Print release

Edited in-studio

- Edited in-studio for Craig's signature look and consistency

Investment of \$1,750

PREMIER COLLECTION

Wedding day coverage - 8 hours

- One associate photographer
- One second photographer
- Timeline assistance, creative planning, and lighting guidance

Photography: digital

- Minimum 700 fully edited, high-resolution photos
- Curated online gallery for downloading and sharing
- Print release

Package Exclusives

- Engagement photo session (1 hour)
- Album print credit

Edited in-studio

- Edited in-studio for Craig's signature look and consistency

Investment of \$3,250

RESERVE COLLECTION

Wedding day coverage - 6 hours

- One associate photographer
- One second photographer
- Timeline assistance, creative planning, and lighting guidance

Photography: digital

- Minimum 500 fully edited, high-resolution photos
- Curated online gallery for downloading and sharing
- Print release

Edited in-studio

- Edited in-studio for Craig's signature look and consistency

Investment of \$2,500

STUDIO TEAM VIDEOGRAPHY

SELECT COLLECTION

Wedding day coverage - 4 hours

- One associate videographer
- Timeline assistance and creative planning

Video: digital highlight film

- 4-minute highlight film
- Audio captured and integrated into the film
- Digital delivery of videos

Edited in-studio

- Edited in-studio for Craig's signature look and consistency

Investment of \$1,750

PREMIER COLLECTION

Wedding day coverage - 8 hours

- One associate videographer
- One second videographer
- Timeline assistance, creative planning, and lighting guidance

Video: digital highlight film

- 12-minute highlight film
- Audio captured and integrated into the film
- Digital delivery of videos

Package Exclusives

- Full ceremony film
- Full speeches/toasts film

Edited in-studio

- Edited in-studio for Craig's signature look and consistency

Investment of \$3,250

RESERVE COLLECTION

Wedding day coverage - 6 hours

- One associate videographer
- Timeline assistance, creative planning, and lighting guidance

Video: digital highlight film

- 8-minute highlight film
- Audio captured and integrated into the film
- Digital delivery of videos

Package Exclusives

- Full ceremony film

Edited in-studio

- Edited in-studio for Craig's signature look and consistency

Investment of \$2,500

UNDERSTANDING OUR COVERAGE OPTIONS

SIGNATURE COLLECTIONS VS. STUDIO TEAM COLLECTIONS

CREATIVE APPROACH AND DIRECTION

All collections follow the same studio standards, but the experience feels different depending on how hands-on you want the creative direction to be on the wedding day. Some collections are built around a more personalized, art-directed approach with Craig guiding the day in real time, while other collections are designed to be streamlined and studio-led, with an experienced in-house team capturing the story.

TEAM STRUCTURE AND ON- THE-DAY RESPONSIVENESS

Every wedding moves fast. Timeline shifts, light changes, people run late, weather does its thing. The main difference here is how decisions get made in those moments. Certain collections are covered by Craig's go-to team for the most consistent on-site approach. Studio team collections are covered by trained associate shooters who work within the same studio standards.

MEDIUMS AND DELIVERABLES

Some collections include the full mixed-medium experience: film photography and Super 8 woven into the storytelling, plus the full-length digitized scans. Other collections are intentionally simpler and focus on strong digital photo and digital video coverage, with fewer specialty formats and fewer extra inclusions.

INCLUSIONS, TURNAROUND, AND ADD-ONS

Each collection is designed with a different level of coverage and deliverables. Higher tiers typically include expanded deliverables like longer highlight films, full ceremony and toast edits, social trailers, album quality, and priority turnaround timelines. Studio team collections are more streamlined, while still delivering a polished final set that matches the studio editing standard.

PAYMENT TERMS

RESERVATION RETAINER

To officially reserve your date, we require an initial retainer. Couples may choose either a three payment plan or a two payment plan. Once the agreement is signed and the first payment is received, your date is fully booked on our calendar.

THREE PAYMENT OPTION

For couples who prefer a smaller initial commitment, we offer a three part schedule. Thirty three percent is due at booking, the second thirty three percent is due halfway between your booking date and wedding date, and the remaining balance is due one week before the wedding.

**3 PAYMENT OPTION IS NOT AVAILABLE
FOR ASSOCIATE PACKAGES**

FINAL BALANCE AND PAYMENT METHODS

All collections must be paid in full at least seven days before the wedding date. We accept debit and credit card payments through our secure online system, so you can handle everything digitally and keep your focus on the day itself.

TWO PAYMENT OPTION

For couples who prefer to keep things simple, we offer a two part schedule. Fifty percent is due at booking and the remaining fifty percent is due one week before the wedding.



“Halfway through the day
we forgot the cameras were
even there, and yet
somehow every moment
we cared about is in the
photos and film.”

—
VAL & ALEX

PROCESS OVERVIEW

01. INITIAL INQUIRY

You reach out with your date and a few details about your celebration. We respond with availability, a brief overview of collections, and a link to schedule a relaxed consult so we can talk through your plans.

04. PLANNING & ENGAGEMENT SESSION

In the months leading up to the wedding, we stay in touch with you & your planner and schedule at least one final consult to refine details. If you choose an engagement session, we help with styling, locations, and timing so it feels relaxed and aligned with the look of your wedding.

02. CONSULTATION & CUSTOM PROPOSAL

On our call, we walk through your vision, venue, and priorities and recommend coverage that fits how you want the day to feel.

Afterward, you receive a custom proposal with collection options, contract, and a clear next step to reserve your date.

05. YOUR WEDDING DAY

On the day itself, we arrive prepared, on time, and fully in sync with your vendor team. We give gentle direction when needed and step back when the moment calls for it, making sure the people, light, and atmosphere are documented while you stay present with your guests.

03. BOOKING & ONBOARDING

Once you are ready, you select your collection, sign the agreement, and complete your initial payment. We then send a concise planning guide and questionnaires so we understand what matters most to you and can begin shaping the timeline together.

06. AFTER THE WEDDING

In the weeks following, we carefully select and edit your images and films, preserving natural color and a timeless, cinematic feel. You'll receive your full gallery and films, along with guidance on albums, prints, and how to bring your favorites into your home.

Communication



OUR PROMISE

Clear, consistent communication matters as much as beautiful images. From the first email to final delivery, you will always know where things stand. We are honest about what is possible, straightforward with expectations, and proactive about timeline reminders so you are never left wondering what comes next. If something needs your attention, we will tell you. If everything is handled, you will feel that too.

HOW WE CONNECT

We keep communication simple and intentional. Email is our primary home base for proposals, contracts, and planning details, so nothing gets lost. For time sensitive questions, we will often move to a quick call or video chat to make decisions together instead of sending long threads back and forth. Your planner is looped in whenever needed so everyone is working from the same plan and you are not stuck relaying information between vendors.

UPDATES ALONG THE WAY

You will hear from us at key points, not just at booking and the week of the wedding. After you reserve your date, we send a brief next steps outline and check in as we approach major milestones, such as creating your timeline or planning your engagement session. Before the wedding, we confirm final details and any last minute changes. After the day, you receive clear delivery windows for your full gallery, films, and album design, so you always know what is in progress.

Why choose us



Experience matters.

After years of photographing and filming weddings across Arizona and beyond, we anticipate problems before they happen, protect the light and the timeline, and quietly keep the day flowing so you do not have to.

One Story, One Team.

Your photos and films are created by a single, in-house studio so everything from light, color, and plan feels cohesive and intentional.

Calm In The Middle Of It All

We plan deeply before the wedding so that on the day itself you feel calmly directed when you need it and almost forget the cameras when you do not.

Obsessed With The Details

We pay attention to the small things you might not notice in the moment, because the way a hand is held, a room sounds, or a dress moves is what brings it all back years from now.

FREQUENTLY ASKED QUESTIONS

HOW WOULD YOU DESCRIBE
YOUR STYLE FOR PHOTOS AND
FILMS?

Timeless, editorial, and effortlessly elegant with cinematic direction, focusing on natural light, honest color, and real moments that feel like you.

DO YOU TRAVEL FOR WEDDINGS
AND DESTINATION EVENTS?

Yes, we regularly travel throughout Arizona and beyond, with custom proposals that include straightforward travel, coverage for additional events, and logistics planning.

CAN WE BOOK PHOTOGRAPHY
ONLY, VIDEO ONLY, OR BOTH
TOGETHER?

Yes, you can choose photo only, video only, or a unified collection, and when you book both you get one studio, one timeline, and a seamless, cohesive story.

WHAT IF YOU ARE UNAVAILABLE
OR SOMETHING UNEXPECTED
HAPPENS?

Our associate team and backup systems ensure you are never left without coverage, and all editing and final delivery still come through the studio to maintain the same look and standard.

HOW DO YOU DECIDE WHICH
PHOTOS MAKE THE FINAL
GALLERY?

We curate with the story in mind, choosing the images that best capture the emotion, the design, and the flow of the day from start to finish.

HOW MUCH DO YOU
DIRECT US THROUGHOUT
THE DAY?

For both photo and video, we give calm, clear direction during portraits and key moments, then step back and work quietly so the rest of the day unfolds naturally without feeling staged.

“Craig made us feel completely taken care of. When the day started flying, he was the calm in the middle of it, and we actually got to just enjoy our day without feeling pressured or stiff. Looking back on our gallery, it brings us right back to how it felt and that was worth everything to us.”

— ARIANA & JACOB

That is the experience we aim for with every couple, no matter the size or scale of the wedding. From first inquiry to final delivery, our goal is for the process to feel clear, cared for, and quietly handled in the background so you can stay focused on the parts that matter most to you.





NEXT STEPS

Ready to *move forward?*

After spending some time with this guide, the next step is to reach out in whatever way feels easiest to you, whether that is scheduling a consult call or sending a quick email or text using the details below.

From there, we'll confirm availability for your date, tailor the collection to your plans, and walk you through the simple steps to officially reserve your spot on our calendar so we can start bringing your wedding vision to life.

CRAIG@CRAIGPETERMANPHOTOGRAPHY.COM

(520) 661-6723

Thank you.

WE'D BE HONORED TO TELL YOUR LOVE STORY.